

**HIGHLAND MAIN STREET MEETING**  
**Highland Town Hall- Highland, Indiana 46322**  
**December 5, 2019 MINUTES**

**Call to Order**

At 6:32 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

**Roll Call:**

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Marie Russo, Julie Larson, Teri Yovkovich, Kellie Shelton, Mary Ellis, Redevelopment Director Kathy DeGuilio-Fox and Redevelopment Assistant Lance Ryskamp. Board Members Emily Foreit, Doug Van Ramshorst, Aubrey Velasquez, Mary Wells, Renee Reinhart, and Kali Rasala were absent. Also present was Nan Mason and Michael Blejeski.

**Minutes:**

Julie Larson made a motion, seconded by Marie Russo, to approve minutes from September 5, 2019 meeting, as well as the meeting memorandum from October 3, 2019. It was noted that the meeting of November 7, 2019 was cancelled. The motion passed on a voice vote 7-0.

**Community Garden Committee**

The Redevelopment Assistant provided the Board a year-end financial report. A discussion ensued as to dates in 2020 to begin work on the garden. Tentative dates included the following: April 4<sup>th</sup>- Site preparation; April 25<sup>th</sup>- First planting; and, May 16<sup>th</sup>- Late Planting. There was also discussion about the need to better set up volunteer scheduling and the need to make that information accessible to the whole Board, instead of just the Community Garden committee.

**Events Committee**

The Redevelopment Assistant asked the Board to review the three Main Street events and look to establish possible dates and any changes in format to consider.

**Car Cruise**

The Board did not have any changes in format for this event. Based on the need for enlisting the Highland VIPS to assist with the event, the Board set a tentative date of Saturday, June 6, 2020, with a rain date of Sunday, June 7, 2020. The Redevelopment Assistant said he would contact Thunder Road and see if those dates are available.

**Last Call For Summer**

A discussion ensued on possible changes to the 2020 event, including seeking both Highland and out of town food vendors and perhaps targeting specific restaurants in order to create a wider variety of food options. The Redevelopment Assistant asked if the Board was satisfied with local Highland business control of the beer garden, as was done by Beer Geeks this year, and the Board was satisfied. A discussion ensued about the need for drawing a larger crowd to the event and about getting a headline band with a bigger local following. Efforts to reach out to Duke Tumatoe as a possible performer have been made, but his schedule was already booked for a possible August 8, 2020 event. The consensus was to pursue an August 1<sup>st</sup> date, if Duke Tumatoe was available, and if not, to look toward an August 8<sup>th</sup> event date.

**Festival of the Trail**

The Redevelopment Assistant provided the Board with a final Revenue/ Expense sheet for the October 5th event. He noted that two possible 2020 dates would be either October 3<sup>rd</sup> or October 10<sup>th</sup>, depending on the date of the Fire Department Open House.

Suggestions for changes in the event for 2020, both from Board members and a vendor survey, were provided to the Board in their meeting packets.

Items for possible 2020 changes discussed included: additional signage; a broader definition of vendors provided to include items such as painting, photography, ceramics, jewelry, soaps, candles, woodworking, metalwork, glass and Zines; to establish limits for each category; possible event name change; possibly relocating the event to 4<sup>th</sup> Street; and possibly adjusting the music location to near the intersection of Jewett and 4<sup>th</sup>, to make it more visible and audible to Fire Department Open House visitors on Highway Avenue. Other ideas discussed included pet photos and blessings at the Mural Alcove and perhaps a bike race associated with the event. It was noted that the Traffic Safety committee and first-responders would need to be consulted on any location adjustments.

The Redevelopment Assistant indicated that he would contact the Fire Department to see if a 2020 Open House event date has been established.

#### **Art Committee**

No report.

It was discussed whether the January meeting, scheduled for January 2<sup>nd</sup>, should be pushed back a week, due to the proximity to the New Year's Day holiday. Julie Larson made a motion, seconded by Lola McKay to move the January meeting to Thursday, January 9<sup>th</sup> at 6:30 pm. The motion passed on a voice vote of 7-0. After the vote, Board members Julie Larson and Kellie Shelton had to leave the meeting.

#### **Downtown Promotions Committee**

There was a discussion about the Redevelopment Department's ongoing downtown banner program. Director DeGuilio-Fox displayed to the Board a prototype of the banner design. It was reported that numerous businesses were already committed to participating in purchasing individualized banners with their business logos on them.

The issue of downtown parking was discussed. Director DeGuilio-Fox noted that a meeting was held with the Chief Operating Officer of Milestone Therapy concerning their employees parking on Jewett Street, rather than the parking lot that the business owns. Director DeGuilio-Fox told the Board that there are plans underway for a new Italian restaurant to come to Jewett Street, immediately to the east of the Milestone parking lot, which prompted the meeting on parking.

Nan Mason brought up the issue of sidewalk sales and whether individual businesses, or small groups of businesses, can do their own sidewalk sales in the future. A discussion ensued and it was emphasized that a proper walkway along the sidewalk must be maintained and any merchandise, tables or outdoor seating must be kept against the building.

#### **Design/ Aesthetics & Historic Preservation Committee**

No report.

#### **Discussion**

None.

#### **Adjournment**

With no further business, Lola McKay made a motion, seconded by Marie Russo, to adjourn. It passed on a voice vote. The meeting was adjourned at 7:55 PM.